

## SALES GUIDE

# VersaUV<sup>®</sup> LEJ-640FT

Take Your Creativity to New Heights.

The only wide-format UV flatbed that can print on material 6-inches thick.



Imagine.  Roland<sup>®</sup>

# VersaUV LEJ-640FT

Replaceable felt print surface for substrate protection

Robust 64" x 98" flatbed

Unsurpassed media compatibility for substrates of 6" thick and up to 220 pounds

Handheld computerized EZ Control Unit for efficient and accurate printer control

Laser Media Sensors for print head protection

Powerful, zoned vacuum system for holding even difficult materials flat

Dual gear motors incorporate stepper motors and rack and pinion drive system for precision printing

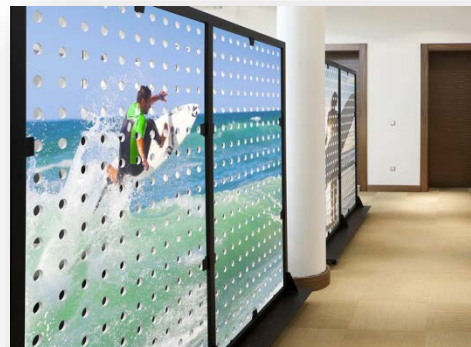
Cross-hair laser guide for base-point selection

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# Target Customers



<b>Industry</b>	<b>POP Display, Industrial &amp; Promotional Sign Shops, Graphic &amp; Interior Design, Architectural &amp; Art Display Customized &amp; Personalized Products</b>
<b>Application</b>	<b>Outdoor and indoor signage, display advertising, POP, artistic &amp; architectural prints, museum graphics, customized promotional items, specialty varnish or white display graphics, packaging and much more.</b>



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# Top 5 Reasons to Buy

1

Unparalleled Print Technology

2

Advanced Print  
Control Features

3

Advanced Productivity  
Features

4

Consistency & Support

5

Smart Savings & Competitive  
Advantage



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# 1

## Unparalleled Print Technology



- Unsurpassed media capability
- News sales opportunities for product decoration or personalized, high-valued customization
- Full bleed, 2-sided printing on up 63" x 96"



# 1

## Unparalleled Print Technology

Opens up new opportunities  
for high-valued customization

- Substrates up to 6 inches thick
- Weighing as much as 220 pounds!
- Supports media up to  
64"(W) x 98"(L)
- Full bleed printing up to  
63"(W) x 96"(L)



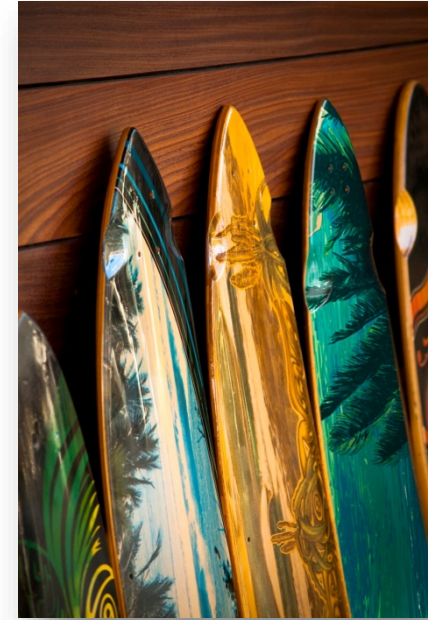
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# 1

## Unparalleled Print Technology

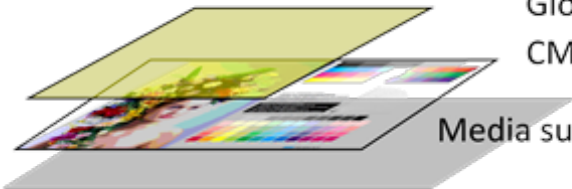

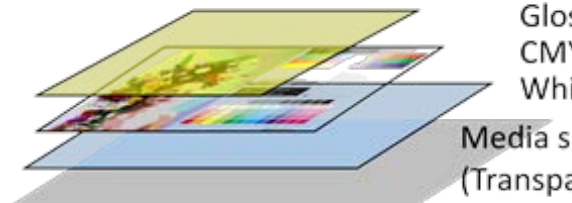
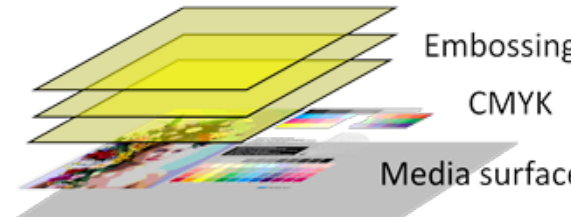
### Unsurpassed media compatibility

- Full 4' x 8' broad media compatibility
- Wood, laminates, metallic, PP, PE, PET, PVC, Foamboard, Sintra®, corrugated cardboard, acrylic, etc.
- Excellent scratch and chemical resistance
- Perfect for indoor (POP, exhibit displays, print specialty items, interior décor, press-proofs, packaging comps, art and design concepts ...)
- Short term outdoors (lasts up to 2 years with clear coat or up to 1 year without clear coat)



# 1

## Unparalleled Print Technology

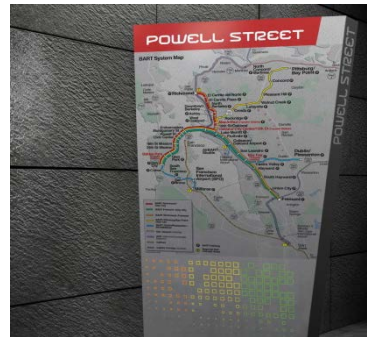
Print Modes	
 <p>Gloss CMYK Media surface</p>	 <p>White Mirrored CMYK Media surface (Transparent)</p>
 <p>Gloss CMYK White Media surface (Transparent)</p>	 <p>Embossing CMYK Media surface</p>



1

# Unparalleled Print Technology

Flat out versatile



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# 2

## Advanced Print Control Features

### EZ Hand-held controller



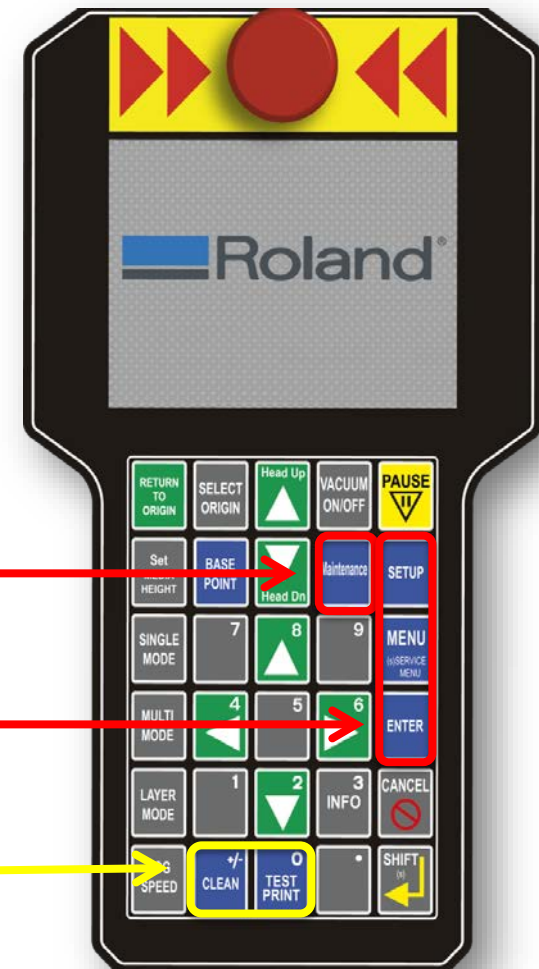
- One-Touch Maintenance
- Setup & Menu
- Printer Movement
- Automatic/Manual Media Detection
- Optimized User Modes
- Media Loading Zones
- Base Point and Vacuum Control
- Programmable Origin Control/Setup

# 2

## Advanced Print Control Features

### EZ Hand-held controller

- One-Touch maintenance
  - Guides users through the maintenance of the printer with a push of a button.
- Printer setup & menu allows users to access all printer operations menus with the Hand-held Controller unit or at the printer.
  - Media settings
  - Calibrations
  - Sub menus
  - System info
  - Ink remaining etc.
- Cleaning/Test Print
  - Allows users to perform printer test print and cleaning remotely.



# 2

## Advanced Print Control Features

### EZ Hand-held controller

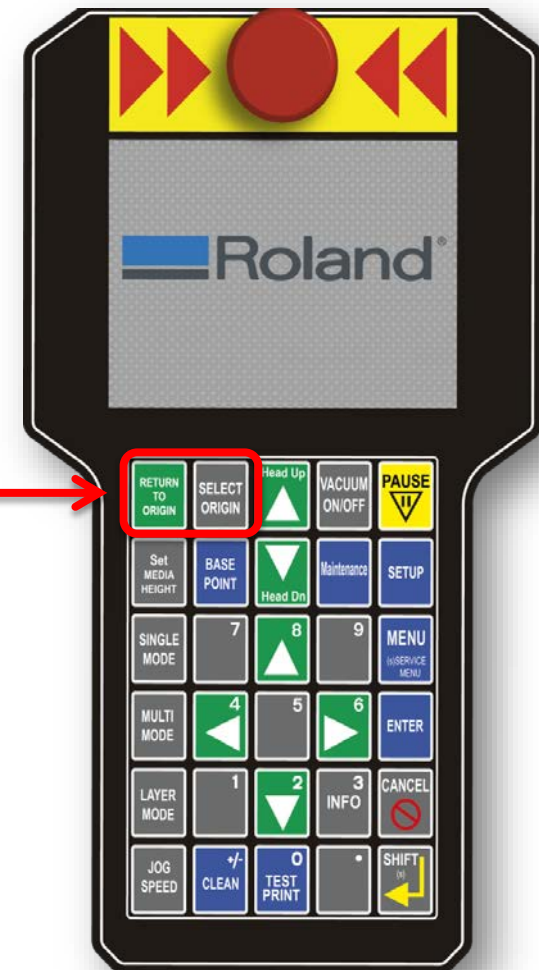
- Programmable origin

#### control/setup

- Return to origin
- Allows users to return to origin of the printer. Printer returns to home (X and Y) axis point and raises the printer (Z axis) to it's highest elevation point.

- Select origin

- Allows users to set an origin point





# 3

## Advanced Productivity Features

- Dual media sensors
- Powerful, zoned vacuum system
- Replaceable felt table top
- Dual gear motors





# 3

## Advanced Productivity Features

### Dual media sensors

- Media thickness sensor
  - Thru-beam transmitter and receiver sensors for reliable operation
  - Works with wider range of substrate
- Media obstruction sensor/rear crash sensor
  - Sensors designed to identify media irregularity
  - Foreign objects placed in the printer path

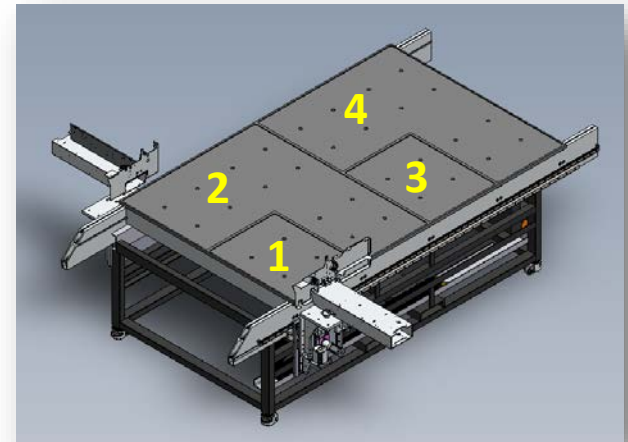


# 3

## Advanced Productivity Features

### Powerful, zoned vacuum system

- 175 CFM commercial vacuum.
- Easily handles MDF, plywood, Sintra, Coroplast®, Styrene, and other industry standard materials.
- Zoned table designed for optimal print production in four areas of the bed.



# 4

## Consistency & Support

- Roland Consistency
  - Flexible ink configuration
  - Patent-pending Automatic Ink Circulation System
  - Low-heat UV-LED curing system with choices of finishes
  - Roland Intelligent Pass Control™ for enhanced image quality



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# 4

## Consistency & Support Flexible ink configuration

- Choose from four ink configurations:

**ECO-UV®** – Perfect for prototyping and graphic applications in general

- CMYK + White + Clear
- CMYK + White + White
- CMYK + Clear + Clear

### **ECO-UV S**

- CMYK + White + White



#### **ECO-UV Features:**

- Flexible – prints can be applied on edges or curved surfaces without cracking
- Wide color gamut
- Excellent scratch resistance

#### **ECO-UV S Features:**

- Extremely elastic – stretches up to 220%
- Similar properties as ECO-UV (color gamut, scratch resistance)

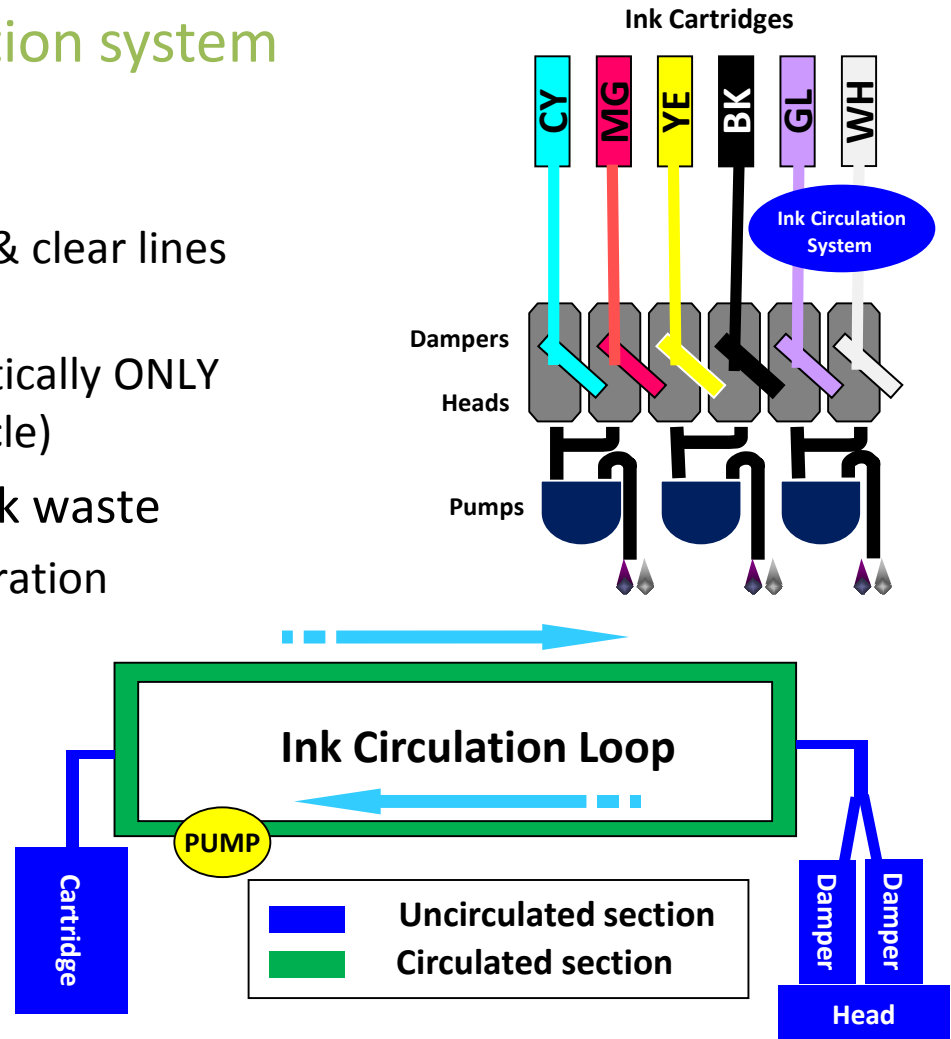
# 4

## Consistency & Support

### Automated ink circulation system

- Patent-pending feature
  - Circulates ink in white & clear lines as needed
  - Discharges ink automatically ONLY when needed (8 hr. cycle)
- Dramatically reduces ink waste
  - Eliminates manual operation
  - Improves unattended printing

White ink cartridge MUST be vigorously shaken at least once a day (typically once in the morning)



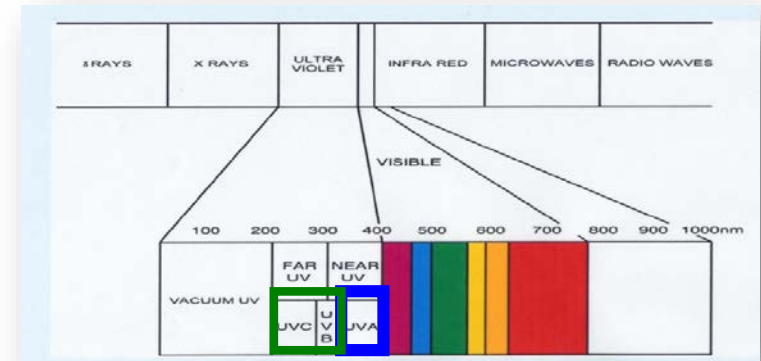


# 4

## Consistency & Support

### Low-heat UV-LED curing system

- Dual UV LED lamps
  - Long life (last up to 10,000 hours)
- Energy efficient: 90% less power than standard UV printers
  - Instant On/Off – LED lamps can be turned on and off instantly and are ready to use immediately
- Ozone-free
- Safer UV light
  - Only UV-A radiation
- Low heat
  - Causes no damage to substrate



Metal Halide Lamp LED

# 4

## Consistency & Support

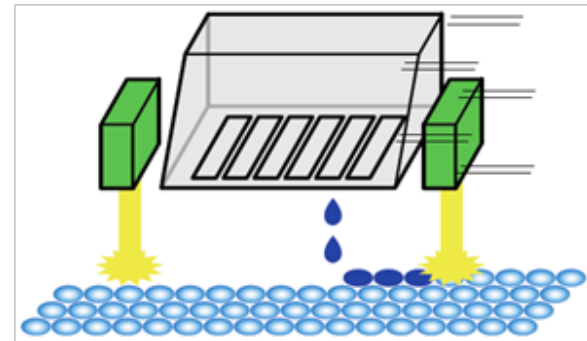
UV curing system – choice of matte or gloss finishes

- The LEJ-640FT is optimized for a wide variety of substrates and allows the choice of gloss or matte finishing options with clear coat.

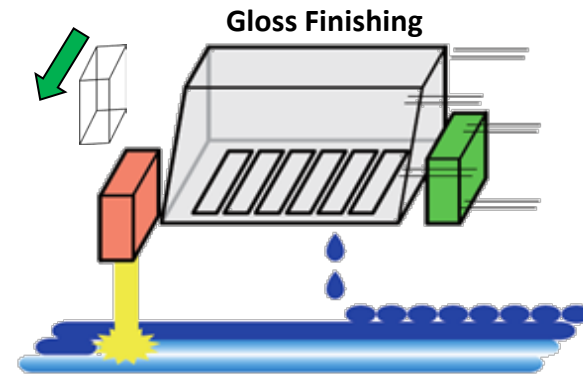


### LEJ-640FT

CMYK/White Printing or Matte Finishing



Inline curing



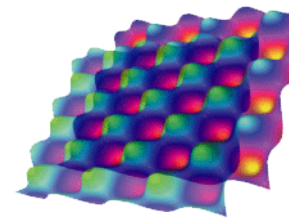
Delayed curing

# 4

## Consistency & Support

### Roland Intelligent Pass Control

- Patent-pending Roland technology
- Reduces banding
- Optimized print quality and performance
- Roland Intelligent Pass Control ensures consistent print quality with virtually no signs of banding in all print modes.



**Roland  
Intelligent  
Pass  
Control**

# 4

## Consistency & Support

### Roland service

#### 2-Year warranty

- Warranty extended to two years based on VersaUV inks and product registration



#### Roland Care

- Extended warranties available



#### Roland Academy

- Free online webinar training



# 5

## Smart Savings & Competitive Advantage



- Competitively priced
- Roland OnSupport
- Included RIP



5

## Smart Savings & Competitive Advantage

List Price

**\$89,995<sup>00</sup> US**



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# 5

## Smart Savings & Competitive Advantage

Includes Roland VersaWorks Dual® RIP software

- **Spot Color Generation Tool**

Users have the option of a “quick fix” when attributing spot color Gloss, White or Primer ink to areas of a file, prior to printing.

- **Advanced Variable Data with Rotation Function**

VersaWorks Dual features new variable printing features that allow users to rotate, mirror and align images and text inside the RIP.



Thank You.

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